

Message Text

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44

ACTION NEA-10

INFO OCT-01 ARA-10 EUR-12 EA-09 ISO-00 EB-07 /049 W

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R 241055Z SEP 75

FM AMEMBASSY BEIRUT

TO SECSTATE WASHDC 6345

USDOC

INFO AMEMBASSY BANGKOK

AMEMBASSY BELGRADE

AMEMBASSY BOGOTA

AMEMBASSY BUENOS AIRES

AMEMBASSY CAIRO

AMEMBASSY THE HAGUE

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

UNCLAS BEIRUT 11886

E.O. 11652: N/A

TAGS: BBSR, LE

SUBJECT: GLOBAL MARKET RESEARCH: POST STUDIES - COMMUNICATIONS
EQUIPMENT AND SYSTEMS

REF: STATE A-5384

1. EMBASSY WISHES TO BE AS RESPONSIVE AND FORTHCOMING AS POSSIBLE TO THIS REQUEST FOR MARKET RESEARCH STUDY ON COMMUNICATIONS EQUIPMENT--DESPITE THE FACT STUDY IS TO BE UNDERTAKEN WITH EMBASSY'S OWN LIMITED RESOURCES AND NOT CONTRACTED-OUT TO MARKET RESEARCH FIRMS AS IS THE NORM FOR SUCH STUDIES. AFTER CAREFULLY REVIEWING THE AMPLE "PROGRAM OUTLINE" FOR THIS STUDY, WE ESTIMATE THAT PERHAPS ONE FULL US OFFICER MAN-MONTH MAY HAVE TO BE DIVERTED FROM NORMAL COMMERCIAL DUTIES IF ALL DETAILS IN OUTLINE ARE TO BE COVERED. CONSEQUENTLY, WE ARE CONCERNED THAT THE DIVERSION OF HALF OF THE COMMERCIAL SECTION'S US OFFICER ASSETS TO THIS STUDY RISKS A SERIOUS CURTAILMENT OF THE NORMAL COMMERCIAL SERVICES OF THIS SECTION

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AND RAISES QUESTIONS AS TO THE MOST EFFICIENT

ALLOCATION OF LIMITED PERSONNEL ASSETS.

2. WHILE WE WOULD LIKE TO RESPOND POSITIVELY TO ALL ASPECTS OF REPAIR, SUCH A RESPONSE APPEARS UNREALISTIC IN VIEW OF ABOVE CIRCUMSTANCES. WE DO, HOWEVER, UNDERSTAND THE NEEDS OF USDOC AND AMERICAN BUSINESS FOR SUCH A STUDY AND SUGGEST IT COULD BE ACCOMPLISHED--BUT WITH POSSIBLY MORE LIMITED OBJECTIVES AND UNDER LESS RIGID TIME CONSTRAINTS. SOME ASPECTS OF PROGRAM OUTLINE ARE A PRIORI IRRELEVANT TO LEBANON--DOMESTIC MANUFACTURING, FOR EXAMPLE, WHICH IS, AS FAR AS WE KNOW, NON-EXISTENT. SINCE THIS IS THE FIRST "IN-HOUSE" EFFORT OF ITS KIND AND IN ITS FIELD IN LEBANON, WE WILL NOT KNOW WHETHER ALL PROGRAM OBJECTIVES CAN BE MET FULLY UNTIL INTERVIEWS ACTUALLY BEGIN. WE ARE SURE THAT THE NOVEMBER 30 "DEADLINE" CANNOT BE MET, ESPECIALLY IN VIEW OF CONTINUED POLITICAL DISTURBANCES.

3. EMBASSY WOULD APPRECIATE USDOC'S COMMENTS.

GODLEY

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